

12/10/18

TyBmsCVT

15

Q.P.Code:52027

(Time: 2 ½ Hours)

(Total Marks: 75)

**Note:** All the questions are compulsory subject to internal choice

Figures to the right indicate full marks

**Q.1 Attempt Any TWO Questions:**

[15]

- (a) What is Media Planning? Explain its Elements. [7.5]
- (b) Explain the different challenges of Media Planning. [7.5]
- (c) Explain in Brief different sources of Media Research [7.5]

**Q.2 Attempt Any TWO Questions:**

[15]

- (a) What is Media Mix? Explain the need for media mix [7.5]
- (b) What is print media? Explain the advantages & limitations of Print media. [7.5]
- (c) Explain the different components of Media Strategy [7.5]

**Q.3 Attempt Any TWO Questions:**

[15]

- (a) What is Media budget? Explain the importance of Media Budget [7.5]
- (b) Explain the role of media buyer. [7.5]
- (c) What is media scheduling? Explain the factors affecting scheduling. [7.5]

**Q.4 Attempt Any TWO Questions:**

[15]

- (a) What is Media Measurement? Write a brief note on basic metric. [7.5]
- (b) Explain the following terms:
  - (i) Diary v/s People meter (ii) TRP (iii) Circulation [7.5]
- (c) Write a note on cinema buys and Internet buys [7.5]

**Q.5 Case Study Analysis:**

[15]

Media planning is defined as "the process of designing a course of action that shows how advertising time and space will be used to contribute to the achievement of advertising and marketing objectives." The importance of effective media planning has increased due to four key factors - increases in media options, fragmentation of target audience, spiraling media costs, and increased complexity in media buying. The media planning process involves deciding the right target audience, selecting appropriate media vehicles, and determining the scheduling of the media plan. A typical media planning process consists of four key steps - environmental analysis, determining media objectives, developing media strategy, preparing and implementing the media plan.



After Dabur and Patanjali Ayurved, It is HUL who is planning to enter into baby personal care products in the market under its much trusted Dove beauty brand. Despite the huge number of children born in the India every year, the baby care segment has not been tapped to its potential yet. As a Media planner

- (1) How would you design media mix for the above baby products
- (2) Identify, which media (media choice) would be the most apt for the baby products.
- (3) How would you strategize media scheduling?

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